



## **Summary of the Peer Jury Feedback from the April 1<sup>st</sup>, 2025 Deadlines – Creation and Documentation Programs**

### **Creation Program**

#### **General Information and Data**

- 181 applications to the Creation program were evaluated by 8 peer juries, divided by artistic discipline as selected by the applicants upon submission.
  - Applications submitted in Multidisciplinary Arts were juried alongside the discipline closest aligned with each respective project, as determined by artsnb staff.
  - Applications submitted in Architecture were evaluated by the Visual Arts or Craft juries, based on their affinity with other projects in those disciplines.
  - Applications submitted in Literary Arts were evaluated by one of two juries determined by the applicant's chosen language for the proposed project (English or French).
  - An additional 7 applications were disqualified due to their ineligibility for this program. Many of these applicants were directed to reapply for a different, more appropriate program for their project.
- The 181 applications juried in this competition received the following results.
  - 63 applications received a status of "Recommended," and received funding.
  - 63 additional applications received a status of "Merit." This status indicates that the jury wished to recommend these applications for funding, but that the program budget was insufficient to fund all meriting applications.
  - 55 applications received a status of "Not Recommended." This status indicates that the jury did not recommend these applications for funding. It does not necessarily mean that the work lacks merit, rather, that the applications themselves were less competitive in the application pool received for this deadline.
- It is important to note that grant assessment is a competitive process and budgets are limited. Remember that each deadline receives a different set of applications and is evaluated by different groups of peer jurors.
- Of 63 grants awarded, 17 were awarded to applicants receiving their first grants from artsnb.
- For more detailed information including success rates by Category and by artistic discipline, please consult [the news release and the details on the grants awarded](#) for this deadline.
- For useful tips and recommendations on preparing an artsnb application, please consult the [Application Toolkit](#).

#### **General Feedback (all disciplines and juries)**

##### **Project description**



arts nb

- The juries appreciated project descriptions that clearly and concisely laid out the following elements:
  - A clear description of the proposed work or works (e.g.: type, number, and scale or length of pieces to be created or performed; whether the goal is a performance, a script, an installation, a sculpture, a novel, etc.)
  - A feasible work plan (e.g.: estimated timeline of steps toward creating the final work; the roles to be carried out by the applicant and their collaborators; etc.)
  - A brief statement on the applicant's approach to relevant themes (e.g.: why this project, and why now? How do the proposed choices of form or technique relate to the topic of the work? Who is the desired audience for the work? What is the message or desired impact?)
  - A brief explanation of how the proposed project will progress the applicant's artistic practice. (e.g.: how will this project challenge your skills? Will this project allow you to make connections with new publics or collaborators? What are your ambitions for the completed artwork?)
- For projects which require the artist to work with a mentor or which are focused on marketing existing works rather than creating new works, the juries recommended that applicants refer to, respectively, artsnb's [Career Development—Professional Development and Career Development—Professionalization and Promotion](#) programs.

## Budget

- The juries recommended including detailed budget breakdowns whenever an application included multiple types of expenses, e.g., multiple types of materials, many different services required, collaborator fees.
- The juries also recommended including detailed information to explain the relevance of all expenses requested, e.g. if you are requesting funds for travel, where are you travelling, and how is this essential to complete your project?
- The juries advised applicants to allot sufficient time in their project timelines to allow for reflection, minor delays, and a sustainable pace of work for the artist and their collaborators. Tight timelines raise questions on the feasibility of a proposed project.
- The juries reminded applicants to consult the [program guidelines](#) to ensure they are not requesting funding for ineligible expenses.

## Samples of work

- The juries wished to remind applicants that their samples of work should be relevant to the proposed project, demonstrating skills, techniques, or approaches that show the peer jury the applicant's capability to undertake the proposed project.
- The juries appreciated when applications using longer works for their samples indicated the appropriate excerpts to be viewed using time stamps or page ranges. They cautioned applicants against submitting more than the amount of material required, as this can make an application seem unfocused.
- For applicants who have already begun working on a draft or prototype of the proposed project, the juries recommended including samples from these preliminary works to give a better understanding of the applicant's approach to the project.



arts nb

- The juries recommended the following for image-based samples of work:
  - Include the dimensions, materials, and date created for all works included in your application. For photographic works, indicate the methods used to produce a digital image and/or dimensions, if printed.
  - If you wish to select images with close-up detail shots, please include a balance of detail images and images of the work as a whole.
  - Images of the work should be of a consistent quality, with any physical pieces photographed on neutral backgrounds. While professional quality photos are not required and clear photos taken with a cell phone may suffice, applicants who wish to hire a professional photographer to document their works for this purpose are encouraged to apply for artsnb's [Career Development—Professionalization and Promotion program](#).
- For more recommendations on samples of work, please consult the [Application Toolkit](#).

### **Artist CV**

- The juries recommended that applicants include current and detailed Artist CVs, including dates, education, and previous artistic works.
- For tips on how to create an Artist CV, please consult the [Application Toolkit](#).

### **Collaborative projects**

- For applications that involve multiple co-creators, juries recommended explaining what makes these chosen collaborators important for the project at hand (e.g. they have previous experience working with the primary applicant, or they bring a new skill to the collaboration, etc.). This information could be included in the project description or in the collaborator agreement letters.
- The juries also appreciated collaborative applications that allocated clear and fair payment for all artistic collaborators. For applicants who are newer to collaborative work, the juries suggested seeking industry standards for artist fees via artists associations (e.g. [CARFAC](#), the [Canadian League of Composers](#), etc.).

### **Research, Consultation, and Cultural Relationships**

- The juries advised keeping answers in the Cultural Relationships section specific to relationships directly related to the project. The purpose of this section is to better understand the reasons of your approach to communities implicated in the project, which can include self-identification if relevant and/or explanations of the methods by which you will obtain consent and recognize the involvement of those communities.

### **Additional discipline-specific jury feedback**

#### **Craft**

- The Craft jury was impressed by the clarity and potential of the proposed projects and by the range of techniques represented in this pool of applications.



**arts nb**

- The jury noted that many applicants demonstrated a realistic and methodical understanding of the expenses involved in creating works of the scale they proposed.
- The jury encouraged applicants in Craft disciplines to include more research in their process as they develop their techniques and concepts, as this can ground the project and deepen the artist's understanding of the contexts they work in.
- The juries noted that several applications were written with a focus on the artist's business or teaching practice, with less detail on their artistic practice. While they appreciated seeing artists consider these aspects of their discipline, the jurors encouraged applicants to keep the focus on the impact on their creative vision and how it will be advanced by the proposed project.

## **Dance**

- The Dance jury appreciated the passion and commitment for the art form demonstrated by this pool of applicants. In particular, the jury wished to encourage newcomer and early-career artists to seek mentorship opportunities to deepen their conceptual approach while continuing to hone their technical skills.
- For projects proposed by a group or collective, the jury recommended that the applicants clearly explain the creative input each collaborator will contribute to the project's development, rather than focusing on the commercial opportunities for the dance company as a whole. Applications should include clear information on, for example, which artists are participating as choreographers, performers, designers, etc. and how each artist will be paid for their role(s).
- For projects in culturally-specific and folk dance traditions, the jury wished to know more about what the applicants wish to add to their art form: how are they innovating on the form to add their own creative element? What creative risks are they taking in this project?
- For applicants who include group performance videos in their Samples of Work, the jury reminded primary applicants to clearly identify which of the performers they are, and/or also include which of the performers are the collaborators involved in the proposed project.

## **Literary Arts**

- The Literary Arts juries (Francophone and Anglophone) were excited about the number of applications taking bold creative risks, especially when applicants demonstrated the clear progression between their existing work and their new ambitions. The juries wished to express that they were left wanting to read more.
- The juries appreciated the range of projects that proposed genres, forms, and topics that have been underrepresented in New Brunswick and in Canadian literature more generally. This included, importantly, collaborative and multidisciplinary projects that expand the definition of literary arts.
- For project descriptions, the juries recommended that applicants include a synopsis of the proposed work that demonstrate the author's approach to the subject matter. The juries also recommended that applicants provide some sense of how the proposed work will be in conversation with similar existing works.



**arts nb**

- For artists expanding from spoken word to page-based work or vice versa, the juries recommended including more works in the desired format to demonstrate the applicant's ability to undertake the proposed project.
- The juries encouraged applicants to give themselves enough time after creating a first draft to allow for editing, reflection, rewriting, and peer support, rather than rushing to publish as soon as possible. The juries also wished to remind early-career writers in particular, to pay themselves adequately for the labour involved in the creative process.

## **Media Arts**

- The Media Arts jury appreciated the range of styles proposed in this application pool, ranging from traditional film to experimental sound installations.
- The jury was enthusiastic to see artists challenging their skills with more ambitious concepts, especially for film artists who are moving from conventional, industry-based work, to more artistic original work.
- For project descriptions, the jury wanted more applicants to reflect on the relationship between their proposed subjects and their intended audience. For example: if your project is about members of a specific cultural community, how would your project affect or benefit that community? Or, if your project is drawn from personal experience, with what kind of audience do you wish that story to resonate?
- The jury noted that applicants should budget to pay themselves and all co-creators adequately; especially for projects with multiple collaborators and/or taking place over a longer period of time, underbudgeting could affect the feasibility of the project.
- For applicants proposing to write an original script, the jury recommended including at least one sample of the applicant's writing in the Samples of Work.
- The jury also wished to commend the number of applicants whose projects seek to challenge artificial intelligence and its detrimental impact on media artists, especially by demonstrating the continued potential and richness of collaboration between living artists.

## **Music**

- The Music jury was enthusiastic about the high quality of the applications presented, and about the exciting collaborations and creative explorations being proposed in many different genres of music.
- The jury recommended that applicants propose a clear goal and artistic rationale for the project and demonstrate a link between the proposed intent and impact, as inconsistencies in the project description or the budget can affect the jury's perspective on the feasibility of the project.
- The jury recommends that applicants use the note fields in the budget form or upload a detailed budget file to show and justify how the grant funds will be spent, especially if the applicant is planning to use special equipment or higher rates than those laid out in the program guidelines.
- The jury wished to remind applicants to show recent samples of work and press clippings, as older work may not be as relevant to this current project or the current stage in the applicant's career. They also recommended prioritizing samples with high



**arts nb**

audio quality, and discouraged including samples of live performances, which can be less focused than a clear audio recording.

- The jury recommended including a detailed collaboration letter for all active collaborators in the proposed project, explaining the roles and remuneration for each person. Applications proposing a large team of collaborators without written agreements from the collaborators were difficult to evaluate on feasibility.

## **Theatre**

- The Theatre jury appreciated applications that demonstrated an artistic rationale for the proposed project, including themes the applicant wished to explore, and a justification for how the chosen form will affect the storytelling.
- The jury emphasized the importance of paying all collaborators and participating artists involved in a project, including participants being interviewed for research purposes.
- The jury cautioned against overly grand statements in the project description and recommended that applicants use clear and professional language to explain their intents and goals.
- The jury recommended that applicants fill out the Cultural Relationships section, as there were several projects that mentioned working with specific marginalized communities, and the jury wanted more contextual details about the applicant's relationship to these communities to ensure these stories would be explored respectfully.
- For performance-based projects, the jury recommended including video or audio samples of the applicant's previous performances. While stills from performances can be useful, they do not alone provide sufficient information for the jury to evaluate a project from a performing artist.

## **Visual Arts**

- The Visual Arts jury was impressed by the originality of the proposed projects. The jury expressed enthusiasm for projects that demonstrated a clear sense of emotional and community connection to the proposed work, challenged conventions in visual arts, and reclaimed traditional techniques with innovative approaches.
- In the project description, the jury recommended applicants consider the balance of conceptual and concrete details:
  - Many applications focused heavily on the theoretical rationale for the project but left out logistical details such as how many pieces would be produced, the dimensions or materials of the proposed work, or how an installation would be laid out in the desired space.
  - Conversely, many other applications were thorough about the technical details of what will be produced but neglected to explain the rationale for the project, such as why this project is important to the artist at this time, what their reasons are for a proposed change in style or medium, and how the chosen techniques relate to the subject matter.
- The jury appreciated projects that had a clear sense of where the art would be presented to its desired public. Even if an applicant did not yet have a confirmed



**arts nb**

exhibition for the work, a short description of the kinds of venue the applicant desires and a clear vision for how the work will be installed (e.g. how will the pieces be displayed in a space? are they meant for outdoor installation, or a traditional gallery? what kinds of gallery space?) helped the jury imagine the final form of the project.

- The jury wished to commend the number of early-career artists who demonstrated a clear dedication to their craft and a distinctive vision. Whether these are artists entering the field directly, transitioning from a previous career outside the arts, or transitioning from commercial art to original and independent work, the jury was excited about the potential of the applicants in this category.
- The jury recommended that projects that involve audience or public participation include clearly laid out plans on how they will ensure informed consent and safety protocols for all participants.

## **Documentation Program**

### **General Information**

- 12 applications to the Documentation program were evaluated by a multidisciplinary jury of peers.
  - The 12 applications juried for this deadline received the following results:
  - 6 applications received a status of "Recommended," and received funding.
  - 1 application received a status of "Merit." This status indicates that the jury wished to recommend these applications for funding, but that the program budget was insufficient to fund all meriting applications.
  - 5 applications received a status of "Not Recommended." This status indicates that the jury did not recommend these applications for funding. This does not necessarily mean that the work lacks merit, rather, that the applications themselves were less competitive in the application pool received for this deadline.
- It is important to note that grant assessment is a competitive process and budgets are limited. Remember that each deadline receives a different set of applications and is evaluated by a different group of peer jurors.
- Of 6 grants awarded, 1 was awarded to an applicant receiving their first grant from artsnb.
- For more detailed information including success rates by Category and by artistic discipline, please consult [the news release and the details on the grants awarded](#) for this deadline.
- For useful tips and recommendations on preparing an artsnb application, please consult the [Application Toolkit](#).

### **General Feedback**

- The jury was excited about applications that clearly demonstrated the relevance of the project to their communities, both in terms of historical and contemporary impact. The





**arts nb**

jury appreciated that many of the projects proposed expressed the applicant's clear understanding and passion for the subject matter of the work.

- The jury questioned whether some applications were relevant to the mandate of the Documentation program, especially for applications that had a very broad concept without a clear sense of the desired end product or impact the project might have.
- The jury recommended including a detailed budget breakdown explaining the rationale for all requested expenses, including an itemized list of any materials or services are required, collaborator fees, and explanation for any travel expenses requested.
- The jury reminded applicants to review grammatical and spelling errors in their application documents, as these errors can detract from the clarity of their proposal. This was especially relevant in the case of projects with a significant written component.
- The jury cautioned applicants against using TikTok, Facebook, or Instagram content in their samples of work: many social media platforms reduce the quality of uploaded media, negatively affecting the professionalism of the works themselves.